



Charities Program • 801 Capitol Way South • PO Box 40234 • Olympia, WA 98504-0234
 Phone: 360-753-0863 • Fax: 360-664-4250 • E-mail: charities@secstate.wa.gov

2005 Commercial Fundraiser Activity Report - Overview

Total number of Commercial Fundraisers on report: **114**

Total Contributions: \$ **444,292,636**

Total Net to Charity: \$ **222,429,687**

Average percentage of contributions returned to charity clients: **50.1%**

TOP TEN (10) PERCENTAGES

	Commercial Fundraiser Name	Percentage to Charity	Page on Report
1	Coinstar, Inc.	93%	1
2	Webster Group, Inc., The	92%	1
3	Haines & Company, Inc., dba Americalist	89%	1
4	Aspen Marketing Services, Inc.	84%	2
5	Univision Marketing Group, Inc.	80%	2
6	Jeff Randall, LLC	79%	2
7	Lewis Advertising Company, Inc.	76%	2
8	NFB Associates, Inc.* Peachtree Fundraising, LLC	75%	3
9	Hudson Bay Company of Illinois, Inc.	73%	3
10	Donor Services Group, LLC Legacy Telemarketing Corporation*	72%	4

BOTTOM TEN (10) PERCENTAGES

	Commercial Fundraiser Name	Percentage to Charity	Page on Report
1	DialogueDirect, Inc.*	-328%	29
2	Richard Norman Company, The	-13%	28
3	Gordon and Schwenkmeyer, Inc.*	3%	28
4	A.C.Telemarketing, Inc.	9%	28
5	Nationwide Fundraisers, Inc. Washington Ocean Science Development	10%	27
6	Community Support, Inc. Unique Equity, Inc.	12%	26-27
7	DialAmerica Marketing, Inc.* TeleService USA Xentel, Inc.	13%	26
8	Bee, L.C. Courtesy Call, Inc. Direct Funding Services, Inc.	14%	25
9	Non-Profit Services, Inc. Sponsor Reps, Inc.	15%	24
10	A T S NW, Inc. Integral Resources, Inc. Sanderson Group, Inc.	16%	23-24

*Commercial Fundraisers who provided Solicitation Comments for the financial year reported.